

ABSTRACT

THE EFFECT OF GREEN SOCIAL CAMPAIGN AND ENVIRONMENTAL CARE ON GREEN BRAND IMAGE THROUGH GREEN PERCEIVED VALUE AS A MEDIATING VARIABLE

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This study discusses the effect of Green Social Campaign and Environmental Concern on Green Brand Image through Green Perceived Value as a Mediating Variable. The focus of this research is directed at consumers of Avoskin products in the Jabodetabek area. This research uses a quantitative approach with data collection methods through online questionnaires distributed to respondents who fit the criteria, namely having used Avoskin products at least once, knowing Avoskin runs a green social campaign on social media, and domiciled in Jabodetabek. The population in this study was the people of Jabodetabek, while the sample was determined as 138 respondents. The data obtained were analyzed using the Structural Equation Modeling (SEM) method with the help of SmartPLS 4.1 software, to test the direct and indirect relationships between Green Social Campaign, Environmental Concern, Green Perceived Value, and Avoskin's Green Brand Image. The results of this study indicate that the Green Social Campaign has no significant effect on Green Brand Image. Environmental Concern has a significant effect on Green Brand Image. Green Social Campaign has a significant effect on Green Perceived Value. Environmental Concern has a significant effect on Green Perceived Value. Green Perceived Value has a significant effect on Green Brand Image. Green Social Campaign has an effect on Green Brand Image through the mediation of Green Perceived Value.

Keywords: Avoskin, Green Social Campaign, Environmental Concern, Green Brand Image, Green Perceived Value